



Not Just Once

The Bimonthly Newsletter of CMS's National Medicare Mammography Campaign

Volume 4, Issue 5 September-October 2002

WELCOME!

This issue features the announcement of our continuing partnership with Wal-Mart Stores, Inc. for Breast Cancer Awareness Month 2002. The Centers for Medicare & Medicaid Services (CMS) and its Quality Improvement Organizations are working with Wal-Mart pharmacies and the National Cancer Institute (NCI) to educate pharmacy customers about breast cancer screening. Please see page 2 for more information. Our thanks to Jarrod Davis, Pharmacy Marketing Coordinator with Wal-Mart Stores, Inc. and Sheila Wilcox, MHS and Chuck Pucie of the NCI Office of Cancer Communications for their efforts.

Other articles discuss Breast Cancer Awareness Month activities and resources, including information about a unique public service announcement from the National Breast Cancer Awareness Month Board of Sponsors and local efforts to reach women in the Boston area by CMS's Boston Regional Office.

UPDATE FROM NCI: "Not Just Once" English bookmarks and posters as well as new Asian language brochures are now available! Please see page 3 for information about the newly-revised reminder pad. The order form is on page 7. Other free materials can be ordered – in limited quantities – via the internet. Go to <https://cissecure.nci.nih.gov/ncipubs/default.asp>

We are always looking for articles or ideas for upcoming issues of the *Not Just Once* Newsletter. Please send these – or any comments – to Editor Maribeth Fonner at (816) 426-5039 or e-mail mfonner@cms.hhs.gov

Sincerely,

Annette E. Kussmaul, MD, MPH

Medical Officer

Division of Clinical Standards & Quality
CMS, Region VII, Kansas City

Sandy Kappert

Director, Division of Health Promotion
CMS, Center for Beneficiary Choices

In this Issue

CMS Renews National Partnership with Wal-Mart for Breast Cancer Awareness Month	2
Boston Region Promotes Mammography to a "T"	2
Updated Mammogram Reminder Pad Now Available	3
Busting the Barriers Against Breast Cancer Detection	4
Take a Loved One to the Doctor Day is September 24	5
CMS Regional Office Mammography Coordinators	6
CMS/NCI Mammography Materials Order Form	7

CMS Renews National Partnership with Wal-Mart for Breast Cancer Awareness Month 2002

The Centers for Medicare & Medicaid Services (CMS) is pleased to report a continuing national-level collaboration with Wal-Mart Stores, Inc. for Breast Cancer Awareness Month. Wal-Mart pharmacists across the country will once again distribute mammography educational materials to their customers during the month of October.

This year, the National Cancer Institute (NCI) has joined as a

partner. NCI is working with Wal-Mart to assure timely distribution of "Not Just Once...But For a Lifetime"-themed bookmarks to all Wal-Mart pharmacies. These bookmarks – and other materials that target older women – were created by CMS and NCI.

Once again, the Quality Improvement Organizations (QIOs) will be teaming up with the Wal-Mart pharmacies in each state. QIOs will follow up on

the shipment of bookmarks, make available Spanish language materials and offer opportunities for local partnership.

Wal-Mart Stores, Inc. operates nearly 2,800 discount stores, Supercenters and Neighborhood Markets, and more than 500 SAM'S CLUBS in the United States.

Boston Region Promotes Mammography to a "T"

-Maria Monica Henderson, Peter MacKenzie, and Craig Schneider

The Centers for Medicare & Medicaid Services (CMS) Boston Regional Office is running advertisements on the Massachusetts Bay Transportation system ("the T") from mid-August to mid-September to promote mammography.

A mammography workgroup consisting of beneficiary services, outreach, and Quality Improvement Organization oversight staff was formed to determine how to effectively use allocated funding to reach the target audience of women with Medicare and their loved ones. Boston's "T" subway trains were selected as an efficient means for promoting mammography. The "T" provides space on half of its subway trains for one month for only \$4,000. The daily ridership on these trains is about 400,000 in greater Boston, which means that we got our message out for only two cents per person on the first day alone.

The National Cancer Institute (NCI) was contacted to obtain the graphic

from the "Not Just Once" campaign and information about the ability of their toll-free phone service to handle an increased volume of calls. NCI's assistance is greatly appreciated.

The text of the 11" x 28" ad (see below) informs beneficiaries that Medicare Part B covers annual mammograms, and encourages them to speak to their doctor to make an appointment. The ad also contains the NCI's 1-800-4-CANCER number, 1-800-MEDICARE, and the www.medicare.gov Web address.

A printer, contracted through the Government Printing Office, produced 300 subway ads. Since the "T" only required about 220, we shared the

extra 80 ad cards with our partners in other Region I states to display in areas that can reach under-served beneficiaries. The extra ad cards have been distributed to partners in Connecticut, Maine, western Massachusetts, New Hampshire, Rhode Island and Vermont. In addition, some of our partners may be able to print more of the ad cards, so our message may be distributed even more widely throughout New England.

The authors are with CMS's Boston Regional Office. Ms. Henderson and Mr. MacKenzie are Beneficiary Services Specialists with the Division of Beneficiary Services, Contract Operations Branch. Mr. Schneider is a project officer with the Division of Clinical Standards and Quality.



Medicare (Part B) Covers Annual Mammograms.
Talk to your doctor to schedule an appointment.
For information about cancer screening,
call 1-800-4CANCER.
For information about Medicare,
call 1-800-MEDICARE,
or go to our Web site, www.medicare.gov.



Updated Mammogram Reminder Pad Now Available

The National Cancer Institute (NCI) and the Centers for Medicare & Medicaid Services (CMS) have collaborated to redesign a mammography reminder pad. This pad of fifty tear-off sheets was created for doctors and other clinicians to provide to patients. The messages on the 8½" x 11" sheets encourage women to get screening mammograms and provide NCI and CMS 800-numbers and websites for additional information. At the bottom of the page is a tear-off portion where the mammography appointment can be recorded. Also, there is a "pink ribbon" sticker for the patient's calendar. The back of the pad includes special information for physicians about their role in recommending mammography, the risk of breast cancer, and discussion of Medicare coverage.

The updated reminder pad can be ordered from NCI via the order form on the last page of the Newsletter.

To read back issues of the **Not Just Once** Newsletter, please visit the website: <http://www.cms.hhs.gov/preventiveservices/1a.asp>



Make and keep your mammogram appointment

Why get mammograms? All women can get breast cancer, even those without a family history of the disease. **Your chance of getting breast cancer increases with age, so the older you get, the more important it is to get a mammogram.**

Mammograms continue to be an important tool that can find breast cancer early and save your life.

Medicare helps pay for a screening mammogram every year.

The National Cancer Institute recommends that you get a mammogram every 1 to 2 years if you are in your 40s or older.

What You Can Do

- Talk to your doctor about your chances of getting breast cancer.
- Make and keep your mammogram appointment.
- Ask your doctor about the results of your mammogram, and follow any advice.
- See your doctor right away if you ever find a lump or other breast change.

For information on cancer or to find a Food and Drug Administration (FDA)-certified mammography center near you:

National Cancer Institute
Cancer Information Service
1-800-4-CANCER
(1-800-422-6237)
TTY: 1-800-332-8615
www.cancer.gov



For information on Medicare benefits:

Centers for Medicare & Medicaid Services
1-800-MEDICARE
(1-800-633-4227)
TTY: 1-877-486-2048
www.medicare.gov



Punch out,
moisten and
place on your
calendar

YOUR MAMMOGRAM REMINDER

Date _____ Time _____

Mammography Facility _____

Address _____

Phone Number _____

For more information, call:

1-800-4-CANCER 1-800-422-6237
1-800-MEDICARE 1-800-633-4227

Busting the Barriers Against Breast Cancer Detection

-Susan Nathanson

What do four post-menopausal women dancing around a stage performing a rap-style song have in common? They are all breast cancer survivors and "stars" of a public service announcement about breast cancer detection. The centerpiece of this year's national campaign for the Board of Sponsors of National Breast Cancer Awareness Month (NBCAM) features this clever and unlikely quartet spreading the word about how early detection saves lives.

As part of NBCAM's annual October celebration of breast cancer awareness, the organization will focus on busting the barriers that prevent women from obtaining mammography screening. Not all eligible women are having mammography screening and this is particularly true of older women (who are most at risk for breast cancer), uneducated women, minority women, the medically underserved, those who live in rural areas, and women whose first language is not English.

In addition to the unusual public service announcement performed by middle-aged, culturally diverse women, the campaign encourages women to obtain an annual mammogram over the age of 40, a clinical breast exam, and to perform monthly breast self-examination. Throughout the month, interviews will be aired around the country addressing some of the controversy around mammography screening that has appeared in the press during the past year. The focus for NBCAM is that early detec-

tion helps to save lives and that the best tools we have to achieve early detection of breast cancer are mammography screening and clinical breast examinations. Women are encouraged to do breast self-examination beginning at age 20, and report any unusual changes they find to their health care provider.

As part of the outreach effort to Hispanic women, a special bilingual radio news release, featuring Congresswoman Hilda Solis (CA), will be distributed and aired on Spanish language radio stations. Hispanic women will be encouraged to obtain mammography screening; their screening rates are well below those of other ethnic and racial groups (47% versus 63% overall).

The organization's website has been revamped for this year with access to the most accurate information on breast cancer. In addition to a wide range of breast cancer resources and

all 19 Board of Sponsor organizations, the site will feature the TV public service announcement beginning the second week of September.

All these activities, combined with radio public service announcements featuring mayors who attended the US Conference of Mayors, articles in various newsletters such as this one, and other activities of organizations acting on NBCAM's behalf will keep these messages about early detection in the minds of those hearing, reading or participating in NBCAM programs around the country. The Centers for Medicare & Medicaid Services is a proud member of the NBCAM Board of Sponsors.

For more information, visit www.nbcam.org

Ms. Nathanson is the national coordinator for National Breast Cancer Awareness Month.



Take a Loved One to the Doctor Day is September 24

The Department of Health & Human Services (HHS) and ABC Radio Networks are working together to get the word out about "Take a Loved One to the Doctor Day," scheduled for Tuesday September 24, 2002. "Take a Loved One to the Doctor Day" is part of a national campaign that aims to close the health gap between the health of communities of color and the general population. The campaign, "Closing the Health Gap," was launched in November 2001. By encouraging individuals to visit a health care professional or make an appointment to do so on or near September 24, HHS hopes

to help generate a greater understanding of the importance of regular health screenings.

HHS is asking local organizations, local health centers, local and state health departments, national organizations and their affiliates, local ABC Radio affiliates and other interested folks to sign on as partners, then partner with each other in developing activities at the local level. To find out how you or your organization can be a part of "Take a Loved One to the Doctor Day," visit <http://www.healthgap.omhrc.gov/dr2.htm> for an on-line Community Action Tool

Kit. The Tool Kit contains fact sheets, sample press releases, media pitches, talking points, letters to the editor, op-ed articles, and newsletter articles. It also offers tips for creating a proclamation (along with a sample), a pledge form, and lists of national, state and local partners. You may also call 1-800-444-6472 to find out more and to obtain free "Take a Loved One to the Doctor Day" posters.

Reprinted from the Agency for Healthcare Research and Quality (AHRQ) Electronic Newsletter, Issue No. 67, August 9, 2002



Susan G. Komen Kansas City Race for the Cure. The Kansas City, Missouri Race for the Cure took place on a sunny, hot Sunday morning, August 11, 2002, drawing a crowd of approximately 15,000. Again, the Centers for Medicare & Medicaid Services (CMS), Kansas City Regional Office, participated as a team. Pictured outside Union Station, back row: Karen Miller; Tammie McCoy; Linda Richeson; Dr. Larry LaVoie; Ryan Parker. Middle row: Dr. Annette E. Kussmaul; Leticia Barraza; Mandy Hanks; Renee King; Ruth Parker; Maribeth Fonner. Front row: Natalie Myers; Matthew Danner; Joyce Danner. Other CMS participants (not pictured) included Clare Barnes, Mary Trebilcock-Bloyer, Marty Bloyer, Edwin Fonner, Jr. and Sandra York.

CMS's Regional Mammography Coordinators

CMS's Regional Mammography Coordinators are a wonderful resource for partners working on breast cancer projects geared to older women. We encourage you to make contact with our coordinators, listed below and learn more about how we can be of assistance to you.

Helen Mulligan and
Ann Dowling-Green
CMS Region I
John F. Kennedy Bldg., #2275
Boston, MA 02203
(617) 565-4483
hmulligan@cms.hhs.gov or
adowlinggreen@cms.hhs.gov

Norma Harris
CMS Region II
26 Federal Plaza, Room 3811
New York, NY 10278-0063
(212) 264-3720
nharris@cms.hhs.gov

Pat Lowry
CMS Region III
The Public Ledger Building
Suite 216
Philadelphia, PA 19106
(215) 861-4295
plowry@cms.hhs.gov

Brenda Cousar and
Bridget Winters
CMS Region IV
Atlanta Federal Center
61 Forsyth Street, Suite 4T20
Atlanta, GA 30303
(404) 562-7223
bcousar@cms.hhs.gov or
bwinters@cms.hhs.gov

Natosha Thompson
CMS Region V
233 N. Michigan Avenue, Suite 600
Chicago, IL 60601
(312) 353-1448
nthompson@cms.hhs.gov

Sandra Mason
CMS Region VI
1301 Young Street, #833
Dallas, TX 75202-4348
(214) 767-2075
smason@cms.hhs.gov

Natalie Myers or
Mary Jane Hamilton
CMS Region VII
601 E. 12th Street, Room 242
Kansas City, MO 64106-2808
(816) 426-6317, x3440
nmyers@cms.hhs.gov or
mhamilton1@cms.hhs.gov

Mary Munoz and
Jeannie Wilkerson
CMS Region VIII
Colorado State Bank Building
1600 Broadway, Suite 700
Denver, CO 80202-4367
(303) 844-5737
mmunoz@cms.hhs.gov or
jwilkerson@cms.hhs.gov

Shirley Borderlon
CMS Region IX
75 Hawthorne Street
San Francisco, CA 95105
(415) 744-3613
sborderlon@cms.hhs.gov

Margaret Medley or
Lucy Matos
CMS Region X
2201 Sixth Avenue, RX-44
Seattle, WA 98121-2500
(206) 615-2355
mmedley@cms.hhs.gov or
lmatos@cms.hhs.gov



Order Form - *Mammograms*

NCI / CMS Materials

Name:		Fax:		
Organization & Shipping Address (no P.O. boxes):		Phone:		
Email:				
City:	State:	Zip Code:		
Title & Contents Description	Language	Inventory Number	Size	Quantity
Mammograms... Not Just Once, But for a Lifetime Large-print, easy to read brochure that defines mammography, describes who needs to be screened, and Medicare information. (maximum order 5000)	English Spanish	H496 H497	8½ x 11	
Mammograms for Older Women Poster Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings. (minimum order: 20, maximum 5000)	English Spanish	G500 G501	11 x 17	
Mammograms for Older Women Bookmark Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage. (maximum order 5000)	English Spanish	Z498 Z499	2 x 8	
Ad Slicks Camera-ready ads in a variety of sizes featuring older women. Includes slogan with Medicare information.	English	C135		
Knowledge & Behavior of Women Ages 65 and Older on Mammography Screening & Medicare (Limited quantities available) 25-page bound report with findings from a telephone survey conducted in Spring of 1999. Also available at: http://newscenter.cancer.gov/pressreleases/hcfarpt.pdf	English	T162		
Breast & Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care This 205-page guide addresses program planning; establishing partnerships; outreach and education; coordination of screening, diagnostic, and treatment services; payment and health care delivery systems and more.	English	T408		
Mammogram Reminder Pad **UPDATED** A pad for clinicians with fifty-tear off fact sheets on mammograms to give to patients. Includes NCI's screening recommendations, Medicare mammography coverage, and sticker for patients' calendars reminding them of their appointment.	English	Z448		
"Do it for yourself, Do it for your family" ** NEW ** Asian American and Pacific Islander (AAPI) women have the lowest mammography screening rates of major ethnic groups in the US. Breast cancer is the most common type of cancer for Chinese women, the second most common for Vietnamese women, and the leading cause of death for Filipina women living in the US. These brochures are written in three Asian languages and in English to inform AAPI women about the benefits of mammography, NCI screening recommendations and Medicare coverage	English Chinese Vietnamese Tagalog	P048 P082 P089 P141		

Mail order form to:
 National Cancer Institute
 P.O. Box 24128
 Baltimore, MD 21227

OR

Fax order form to:
 410-646-3117

If receipt of your order is not confirmed the same day by fax or email, please re-send.

Orders take 7-10 days to process and deliver via UPS.

Call Dawn Brown in the Distribution Center at 410-644-6538 for questions.

